

＜折込広告の見られ方：見やすい折込広告＞（複数回答）

Table with columns for demographic groups (Sample, Gender, Age, Occupation) and features of eye-catching ads (e.g., many product details, clear store info, etc.).

＜折込広告の効果：折込広告の買い物への利用率＞

Table showing the utilization rate of coupons for purchases across various demographic groups.

＜折込広告の効果：折込広告を見て買い物に行く時間＞

Table detailing the time taken to go shopping after seeing a coupon, categorized by time of day and demographic groups.

＜折込広告の効果：特価商品への行動率＞

Table showing the action rate for special price items after seeing a coupon, categorized by demographic groups.

＜商品購入時の行動：買い物に行く時間＞

Table detailing the time taken to go shopping during purchase, categorized by time of day and demographic groups.

＜商品購入時の行動：買い物に行く曜日＞（複数回答）

Table showing the days of the week for shopping during purchase, categorized by demographic groups.